

**Mesačná kontrolná správa**

feb.20      jan.20      dec.19      nov.19      okt.19      sep.19      aug.19      júl.19      jún.19      máj.19      apr.19

Strukturálna štúdia											
Internetová populácia SR 12+	3 537 185	3 610 273	3 508 100	3 527 983	3 504 003	<b>3 472 551</b>	3 386 163	3 400 878	3 442 668	3 503 454	<b>3 505 149</b>
PC internetová populácia SR 12+	3 152 548	3 217 689	3 126 626	3 208 403	3 186 596	<b>3 157 994</b>	3 079 512	3 092 814	3 056 377	3 110 342	<b>3 111 846</b>
Phone internetová populácia SR 12+	2 814 383	2 872 535	2 791 241	2 598 682	2 581 017	<b>2 557 851</b>	2 494 284	2 505 058	2 670 085	2 717 228	<b>2 718 543</b>
Tablet internetová populácia SR 12+	1 225 233	1 250 550	1 215 158	1 173 189	1 165 216	<b>1 154 758</b>	1 126 059	1 130 922	1 201 325	1 222 536	<b>1 223 128</b>

Real users											
RU Total (All)	4 407 423	4 423 115	4 423 585	4 164 925	4 109 080	<b>3 956 560</b>	4 078 719	4 110 220	4 054 254	4 220 346	<b>4 153 412</b>
RU PC(All)	3 373 674	3 433 581	3 316 068	3 620 036	3 576 147	<b>3 436 926</b>	3 461 692	3 498 032	3 428 805	3 559 500	<b>3 516 683</b>
RU Phone (All)	3 552 937	3 553 347	3 579 898	2 981 239	2 932 104	<b>2 852 689</b>	2 983 872	3 005 967	3 063 875	3 123 703	<b>3 082 054</b>
RU Tablet (All)	1 198 863	1 222 162	1 195 312	1 285 735	1 273 338	<b>1 243 700</b>	1 281 470	1 292 196	1 325 606	1 366 843	<b>1 351 991</b>
RU Total (Domestic)	3 085 379	3 152 104	3 063 953	3 069 345	3 048 483	<b>3 021 119</b>	2 945 962	2 958 764	2 995 121	3 048 005	<b>3 049 480</b>
RU PC (Domestic)	2 739 293	2 802 604	2 721 632	2 792 889	2 774 072	<b>2 747 455</b>	2 678 872	2 692 873	2 661 789	2 707 248	<b>2 711 919</b>
RU Phone (Domestic)	2 445 024	2 495 312	2 424 658	2 260 853	2 245 485	<b>2 225 330</b>	2 170 027	2 179 400	2 322 974	2 363 988	<b>2 365 132</b>
RU Tablet (Domestic)	1 067 560	1 090 577	1 059 616	1 020 674	1 013 738	<b>1 004 639</b>	979 671	983 902	1 045 153	1 063 607	<b>1 064 121</b>

Page views											
PV Total (All)	2 091 080 155	2 300 152 745	1 969 876 446	2 090 439 826	2 095 128 165	<b>1 943 159 984</b>	1 939 926 708	1 912 218 621	1 826 808 421	2 096 994 395	<b>1 907 750 211</b>
PV PC (All)	680 414 806	749 651 929	626 688 020	708 245 259	713 553 945	<b>661 664 904</b>	625 779 083	641 915 573	631 499 660	760 590 750	<b>713 183 495</b>
PV Phone (All)	1 299 495 370	1 422 514 447	1 229 417 908	1 261 124 445	1 258 839 935	<b>1 165 151 236</b>	1 193 796 228	1 151 568 651	1 081 076 911	1 203 266 164	<b>1 072 984 610</b>
PV Tablet (All)	111 171 524	127 984 597	113 770 229	121 071 823	122 935 217	<b>116 341 091</b>	120 348 474	118 733 884	114 231 154	133 137 185	<b>121 582 056</b>
PV Total (Domestic)	1 918 297 434	2 118 813 602	1 816 549 676	1 920 635 720	1 919 880 972	<b>1 776 680 531</b>	1 763 593 712	1 730 364 531	1 665 273 391	1 912 689 347	<b>1 748 607 378</b>
PV PC (Domestic)	617 584 191	683 127 100	573 271 121	644 543 239	647 340 920	<b>600 500 262</b>	567 138 846	581 320 525	572 623 898	688 177 867	<b>647 895 219</b>
PV Phone (Domestic)	1 197 732 509	1 316 578 367	1 137 648 417	1 164 008 304	1 159 371 660	<b>1 069 824 854</b>	1 087 020 775	1 041 815 434	988 537 228	1 102 824 461	<b>988 959 708</b>
PV Tablet (Domestic)	102 982 279	119 106 363	105 629 849	112 085 878	113 169 324	<b>106 352 662</b>	109 431 168	107 228 059	104 111 569	121 686 723	<b>111 752 401</b>

**Odkaz na aktuálne platnú metodiku:**
<https://www.iabslovakia.sk/iabmonitor/metodika-a-vysledky/>
**Často kladené otázky k novej metodike:**
[https://www.iabslovakia.sk/wp-content/uploads/2019/07/FAQ\\_gemiusOverNight\\_07\\_2019.pdf](https://www.iabslovakia.sk/wp-content/uploads/2019/07/FAQ_gemiusOverNight_07_2019.pdf)
**Základné metriky IABmonitor:**

Visits - Návšteva - počet návštev generovaných návštevníkom na vybranom uzle v danom časovom období. Návšteva je definovaná ako séria zobrazení generovaných rovnakým užívateľom na danej webstránke (doméne) s časom nie dlhším ako 30 minút medzi dvomi za sebou nasledujúcimi zobrazeniami.

UC - Unikátne Cookies – počet rôznych cookies pridelených užívateľovi: ktorí navštívili daný uzol v danom časovom období.

PV - Zobrazenie – počet udalostí na webstránke s URL adresou priradenou vybranému uzlu, videnu návštevníkom vo vybranom časovom období.

TTS - Celkový strávený čas - celkový strávený čas návštevníka na vybranom uzle v danom časovom období.

TTS/visits - Priemerný strávený čas na Návštevu - priemerný strávený čas na Návštevu na vybranom uzle v danom časovom období.

RU - Reálny užívateľ - počet internetových užívateľov, ktorí navštívili (generovali aspoň jedno zobrazenie) na vybranom uzle v danom časovom období. Tento indikátor predstavuje konkrétny počet osôb a nie počet počítačov, cookies alebo IP adres.

**browser** **feb.20**

browser	share of visits
Chrome Mobile 80.03	25,15%
Chrome Mobile 79.03	15,35%
Chrome 79.03	9,73%
Chrome 80.03	6,14%
Facebook in-app Browser 256.00	5,21%
Facebook in-app Browser 255.00	3,70%
Facebook in-app Browser 257.00	3,62%
Samsung Browser 10.20	3,51%
Facebook in-app Browser 258.00	3,20%
MSIE 11.00	1,80%

**device type**

device type	share of visits
Huawei	31,68%
Samsung	31,61%
Xiaomi	9,91%
Device - unrecognized	7,22%
Apple	6,12%
Motorola	3,73%
Lenovo	3,13%
Sony	1,69%
LG	1,38%
Nokia	0,85%

**operating system**

operating system	share of visits
Android 9.x (Pie)	35,90%
Windows 10	14,01%
Android 8.x (Oreo)	12,94%
Android 7.x (Nougat)	8,74%
Windows 7	5,52%
Android 10 Q	5,03%
Android 6.x (Marshmallow)	4,42%
iOS	4,09%
Android 5.x (Lollipop)	3,15%
Windows 8.1	1,49%

**screen size**

screen size	share of visits
360 x 640	21,34%
360 x 780	7,94%
360 x 720	6,72%
1920 x 1080	6,22%
1366 x 768	5,68%
360 x 760	5,66%
360 x 740	3,90%
412 x 846	2,95%
393 x 851	2,62%
1536 x 864	2,33%

**traffic source**

traffic source	share of visits
Direct referrer	38,80%
Social site	24,99%
Search engine	23,22%
Referral	12,93%
Campaign	0,03%
Web directory	0,02%

**browser** **jan.20**

browser	share of visits
Chrome Mobile 79.03	38,78%
Chrome 79.03	15,58%
Facebook in-app Browser 251.00	5,19%
Facebook in-app Browser 253.00	4,31%
Facebook in-app Browser 252.00	3,60%
Samsung Browser 10.20	3,53%
Facebook in-app Browser 254.00	3,13%
Chrome Mobile 78.03	2,16%
MSIE 11.00	1,91%
Facebook in-app Browser 4.02	1,67%

**device type**

device type	share of visits
Huawei	31,91%
Samsung	31,64%
Xiaomi	9,99%
Device - unrecognized	6,33%
Apple	6,23%
Motorola	3,73%
Lenovo	3,29%
Sony	1,76%
LG	1,43%
Nokia	0,85%

**operating system**

operating system	share of visits
Android 9.x (Pie)	36,40%
Windows 10	13,74%
Android 8.x (Oreo)	13,41%
Android 7.x (Nougat)	9,13%
Windows 7	5,96%
Android 6.x (Marshmallow)	4,68%
iOS	4,09%
Android 5.x (Lollipop)	3,35%
Android 10 Q	2,81%
Windows 8.1	1,53%

**screen size**

screen size	share of visits
360 x 640	22,34%
360 x 780	7,43%
360 x 720	6,79%
1920 x 1080	6,14%
1366 x 768	5,83%
360 x 760	5,58%
360 x 740	3,96%
412 x 846	2,99%
393 x 851	2,32%
1536 x 864	2,30%

**traffic source**

traffic source	share of visits
Direct referrer	38,27%
Social site	25,02%
Search engine	23,70%
Referral	12,95%
Campaign	0,05%
Web directory	0,02%

**browser** **dec.19**

browser	share of visits
Chrome Mobile 78.03	24,02%
Chrome Mobile 79.03	16,46%
Chrome 78.03	8,50%
Chrome 79.03	6,45%
Facebook in-app Browser 251.00	5,06%
Facebook in-app Browser 249.00	4,50%
Facebook in-app Browser 250.00	4,31%
Samsung Browser 10.20	2,98%
Facebook in-app Browser 248.10	2,98%
Facebook in-app Browser 4.02	1,83%

**device type**

device type	share of visits
Huawei	32,08%
Samsung	31,42%
Xiaomi	10,20%
Apple	6,50%
Device - unrecognized	5,23%
Motorola	3,83%
Lenovo	3,59%
Sony	1,88%
LG	1,51%
Nokia	0,86%

**operating system**

operating system	share of visits
Android 9.x (Pie)	36,05%
Android 8.x (Oreo)	14,42%
Windows 10	12,59%
Android 7.x (Nougat)	10,07%
Windows 7	5,92%
Android 6.x (Marshmallow)	5,24%
iOS	3,94%
Android 5.x (Lollipop)	3,78%
Windows 8.1	1,51%
Android 4.4 (KitKat)	1,45%

**screen size**

screen size	share of visits
360 x 640	24,64%
360 x 720	7,02%
360 x 780	6,75%
1366 x 768	5,86%
1920 x 1080	5,51%
360 x 760	5,47%
360 x 740	4,08%
412 x 846	3,08%
1536 x 864	2,14%
375 x 667	2,04%

**traffic source**

traffic source	share of visits
Direct referrer	38,21%
Social site	25,15%
Search engine	23,73%
Referral	12,84%
Campaign	0,06%
Web directory	0,02%

**browser nov.19**

browser	share of visits
Chrome Mobile 78.03	36,47%
Chrome 78.03	14,74%
Facebook in-app Browser 247.00	6,16%
Facebook in-app Browser 246.00	3,97%
Samsung Browser 10.10	3,39%
Facebook in-app Browser 245.00	3,25%
Chrome Mobile 77.03	3,06%
Facebook in-app Browser 248.10	2,24%
MSIE 11.00	2,06%
Facebook in-app Browser 4.02	1,71%

**device type**

device type	share of visits
Huawei	32,29%
Samsung	30,93%
Xiaomi	9,68%
Apple	6,40%
Device - unrecognized	5,61%
Motorola	3,89%
Lenovo	3,84%
Sony	1,98%
LG	1,58%
Nokia	0,86%

**operating system**

operating system	share of visits
Android 9.x (Pie)	33,38%
Android 8.x (Oreo)	14,85%
Windows 10	13,73%
Android 7.x (Nougat)	10,42%
Windows 7	6,70%
Android 6.x (Marshmallow)	5,50%
Android 5.x (Lollipop)	3,99%
iOS	3,60%
Windows 8.1	1,68%
Android 4.4 (KitKat)	1,52%

**screen size**

screen size	share of visits
360 x 640	25,48%
360 x 720	6,89%
1366 x 768	6,39%
1920 x 1080	6,25%
360 x 780	5,93%
360 x 760	5,17%
360 x 740	4,04%
412 x 846	3,03%
1536 x 864	2,30%
375 x 667	2,03%

**traffic source**

traffic source	share of visits
Direct referrer	37,89%
Social site	24,75%
Search engine	23,80%
Web page	13,47%
Campaign	0,07%
Web directory	0,02%

**browser okt.19**

browser	share of visits
Chrome Mobile 77.03	33,29%
Chrome 77.03	14,87%
Facebook in-app Browser 242.00	4,55%
Chrome Mobile 78.03	4,31%
Samsung Browser 10.10	3,38%
Facebook in-app Browser 244.00	3,05%
Facebook in-app Browser 241.00	3,05%
Facebook in-app Browser 240.00	2,59%
Chrome Mobile 76.03	2,56%
Facebook in-app Browser 243.00	2,43%

**device type**

device type	share of visits
Huawei	32,25%
Samsung	31,17%
Xiaomi	9,68%
Apple	6,36%
Device - unrecognized	5,04%
Lenovo	3,92%
Motorola	3,92%
Sony	2,06%
LG	1,66%
Nokia	0,86%

**operating system**

operating system	share of visits
Android 9.x (Pie)	31,08%
Android 8.x (Oreo)	16,35%
Windows 10	13,54%
Android 7.x (Nougat)	10,85%
Windows 7	6,95%
Android 6.x (Marshmallow)	5,78%
Android 5.x (Lollipop)	4,15%
iOS	3,09%
Windows 8.1	1,68%
Android 4.4 (KitKat)	1,56%

**screen size**

screen size	share of visits
360 x 640	26,65%
360 x 720	6,88%
1920 x 1080	6,48%
1366 x 768	6,19%
360 x 780	5,40%
360 x 760	5,10%
360 x 740	4,14%
412 x 846	3,12%
1536 x 864	2,24%
375 x 667	2,12%

**traffic source**

traffic source	share of visits
Direct referrer	38,19%
Social site	24,25%
Search engine	23,53%
Web page	13,90%
Web directory	0,08%
Campaign	0,06%

**browser** **sep.19**

browser	share of visits
Chrome Mobile 76.03	24,88%
Chrome Mobile 77.03	13,40%
Chrome 76.03	12,01%
Chrome 77.03	3,80%
Facebook in-app Browser 238.00	3,51%
Facebook in-app Browser 236.00	3,34%
Facebook in-app Browser 239.00	3,31%
Facebook in-app Browser 237.00	3,24%
MSIE 11.00	2,29%
Samsung Browser 9.40	1,93%

**device type**

device type	share of visits
Huawei	32,07%
Samsung	31,20%
Xiaomi	9,69%
Apple	6,61%
Device - unrecognized	4,61%
Lenovo	4,06%
Motorola	3,92%
Sony	2,15%
LG	1,74%
Nokia	0,87%

**operating system**

operating system	share of visits
Android 9.x (Pie)	28,27%
Android 8.x (Oreo)	17,53%
Windows 10	13,63%
Android 7.x (Nougat)	11,20%
Windows 7	7,44%
Android 6.x (Marshmallow)	6,03%
Android 5.x (Lollipop)	4,31%
iOS 12.x	2,46%
iOS	1,93%
Windows 8.1	1,78%

**screen size**

screen size	share of visits
360 x 640	27,57%
360 x 720	6,76%
1920 x 1080	6,53%
1366 x 768	6,46%
360 x 760	4,96%
360 x 780	4,76%
360 x 740	4,16%
412 x 846	3,13%
1536 x 864	2,25%
375 x 667	2,21%

**traffic source**

traffic source	share of visits
Direct referrer	38,25%
Social site	24,05%
Search engine	23,59%
Web page	14,03%
Campaign	0,06%
Web directory	0,02%

**browser** **aug.19**

browser	share of visits
Chrome Mobile 76.03	29,39%
Chrome 76.03	10,38%
Chrome Mobile 75.03	9,04%
Chrome 75.03	3,95%
Firefox 68.00	3,72%
Facebook in-app Browser 235.00	3,48%
Facebook in-app Browser 233.00	3,41%
Facebook in-app Browser 234.00	3,36%
Samsung Browser 9.40	3,22%
Facebook in-app Browser 232.00	2,93%

**device type**

device type	share of visits
Huawei	31,83%
Samsung	31,27%
Xiaomi	9,51%
Apple	6,56%
Device - unrecognized	4,46%
Lenovo	4,29%
Motorola	3,96%
Sony	2,24%
LG	1,81%
Nokia	0,89%

**operating system**

operating system	share of visits
Android 9.x (Pie)	25,64%
Android 8.x (Oreo)	18,29%
Windows 10	13,60%
Android 7.x (Nougat)	11,66%
Windows 7	8,09%
Android 6.x (Marshmallow)	6,35%
Android 5.x (Lollipop)	4,57%
iOS 12.x	2,43%
Windows 8.1	1,89%
iOS	1,83%

**screen size**

screen size	share of visits
360 x 640	28,77%
360 x 720	6,71%
1366 x 768	6,70%
1920 x 1080	6,49%
360 x 760	4,76%
360 x 740	4,18%
360 x 780	4,08%
412 x 846	3,13%
1536 x 864	2,24%
375 x 667	2,17%

**traffic source**

traffic source	share of visits
Direct referrer	38,86%
Social site	23,97%
Search engine	23,41%
Web page	13,69%
Campaign	0,05%
Web directory	0,02%

**browser** **jül.19**

browser	share of visits
Chrome Mobile 75.03	34,47%
Chrome 75.03	15,91%
Facebook in-app Browser 229.00	3,28%
Samsung Browser 9.20	3,27%
Facebook in-app Browser 230.00	3,12%
Facebook in-app Browser 227.00	2,98%
Facebook in-app Browser 228.00	2,78%
Facebook in-app Browser 231.00	2,54%
Chrome Mobile 74.03	2,46%
Firefox 68.00	2,31%

**device type**

device type	share of visits
Samsung	31,40%
Huawei	31,25%
Xiaomi	9,26%
Apple	6,74%
Lenovo	4,52%
Device - unrecognized	4,48%
Motorola	3,97%
Sony	2,34%
LG	1,87%
Nokia	0,91%

**operating system**

operating system	share of visits
Android 9.x (Pie)	22,31%
Android 8.x (Oreo)	19,42%
Windows 10	13,91%
Android 7.x (Nougat)	12,16%
Windows 7	8,61%
Android 6.x (Marshmallow)	6,66%
Android 5.x (Lollipop)	4,83%
iOS 12.x	2,40%
Windows 8.1	2,05%
iOS	1,88%

**screen size**

screen size	share of visits
360 x 640	29,84%
1366 x 768	6,98%
1920 x 1080	6,76%
360 x 720	6,60%
360 x 760	4,52%
360 x 740	4,17%
360 x 780	3,38%
412 x 846	3,08%
1536 x 864	2,29%
375 x 667	2,19%

**traffic source**

traffic source	share of visits
Direct referrer	38,97%
Social site	23,59%
Search engine	23,56%
Web page	13,79%
Campaign	0,06%
Web directory	0,02%

browser		jún.19
browser	share of visits	
Chrome Mobile 74.03	20,98%	
Chrome Mobile 75.03	12,94%	
Chrome 74.03	10,46%	
Chrome 75.03	6,91%	
Firefox 67.00	4,33%	
Facebook in-app browser 72.00	4,30%	
Samsung Browser 9.20	3,55%	
Facebook in-app browser 72.00	3,36%	
Facebook in-app browser 72.00	2,85%	
Facebook in-app browser 72.00	2,66%	

#### device type

device type	share of visits
Samsung	31,34%
Huawei	31,04%
Xiaomi	9,05%
Apple	7,02%
Lenovo	4,69%
Device - unrecognized	4,26%
Motorola	3,95%
Sony	2,44%
LG	1,93%
Nokia	0,91%

#### operating system

operating system	share of visits
Android 8.x (Oreo)	23,76%
Android 9.x (Pie)	15,76%
Windows 10	14,46%
Android 7.x (Nougat)	12,49%
Windows 7	9,10%
Android 6.x (Marshmallow)	6,89%
Android 5.x (Lollipop)	4,99%
iOS 12.x	2,37%
Windows 8.1	2,19%
iOS	1,95%

#### screen size

screen size	share of visits
360 x 640	30,53%
1366 x 768	7,47%
1920 x 1080	7,00%
360 x 720	6,42%
360 x 760	4,29%
360 x 740	4,12%
412 x 846	2,98%
360 x 780	2,76%
1536 x 864	2,42%
375 x 667	2,27%

#### traffic source

traffic source	share of visits
Direct referrer	38,85%
Social site	24,22%
Search engine	23,06%
Web page	13,79%
Campaign	0,06%
Web directory	0,02%

browser		máj.19
browser	share of visits	
Chrome Mobile 74.03	28,44%	
Chrome 74.03	15,47%	
Chrome Mobile 73.03	6,78%	
Firefox 66.00	3,82%	
Samsung Browser 9.20	3,49%	
Facebook in-app Browser 220.00	3,46%	
Chrome 73.03	3,16%	
Facebook in-app Browser 219.00	2,70%	
Facebook in-app Browser 222.00	2,56%	
MSIE 11.00	2,49%	

#### device type

device type	share of visits
Samsung	31,25%
Huawei	30,67%
Xiaomi	8,77%
Apple	7,17%
Lenovo	4,99%
Device - unrecognized	4,35%
Motorola	3,83%
Sony	2,52%
LG	2,02%
Nokia	0,93%

#### operating system

operating system	share of visits
Android 8.x (Oreo)	25,30%
Windows 10	15,35%
Android 7.x (Nougat)	12,68%
Android 9.x (Pie)	11,46%
Windows 7	9,87%
Android 6.x (Marshmallow)	7,13%
Android 5.x (Lollipop)	5,18%
Windows 8.1	2,36%
iOS 12.x	2,27%
Android 4.4 (KitKat)	1,99%

#### screen size

screen size	share of visits
360 x 640	31,00%
1366 x 768	8,29%
1920 x 1080	7,31%
360 x 720	6,08%
360 x 740	4,01%
360 x 760	3,96%
412 x 846	2,80%
1536 x 864	2,63%
375 x 667	2,23%
360 x 780	2,14%

#### traffic source

traffic source	share of visits
Direct referrer	38,87%
Search engine	25,61%
Social site	20,97%
Web page	14,49%
Campaign	0,04%
Web directory	0,02%

browser		apr. 19
browser	share of visits	
Chrome Mobile 73.03	30,61%	
Chrome 73.03	17,73%	
Firefox 66.00	5,08%	
Facebook in-app Browser 215.00	2,68%	
Chrome Mobile 72.03	2,68%	
MSIE 11.00	2,66%	
Samsung Browser 9.20	2,66%	
Facebook in-app Browser 217.00	2,46%	
Facebook in-app Browser 216.00	2,36%	
Facebook in-app Browser 218.00	1,91%	

#### device type

device type	share of visits
Samsung	31,32%
Huawei	30,13%
Xiaomi	8,51%
Apple	7,42%
Lenovo	5,24%
Device - unrecognized	4,42%
Motorola	3,81%
Sony	2,61%
LG	2,10%
Nokia	0,94%

#### operating system

operating system	share of visits
Android 8.x (Oreo)	26,04%
Windows 10	15,69%
Android 7.x (Nougat)	12,96%
Windows 7	10,43%
Android 9.x (Pie)	8,55%
Android 6.x (Marshmallow)	7,37%
Android 5.x (Lollipop)	5,38%
Windows 8.1	2,53%
iOS 12.x	2,25%
Android 4.4 (KitKat)	2,09%

#### screen size

screen size	share of visits
360 x 640	31,60%
1366 x 768	8,69%
1920 x 1080	7,49%
360 x 720	5,80%
360 x 740	3,90%
360 x 760	3,65%
1536 x 864	2,68%
412 x 846	2,64%
375 x 667	2,23%
1280 x 800	1,85%

#### traffic source

traffic source	share of visits
Direct referrer	39,93%
Search engine	25,33%
Social site	20,09%
Web page	14,60%
Campaign	0,03%
Web directory	0,02%